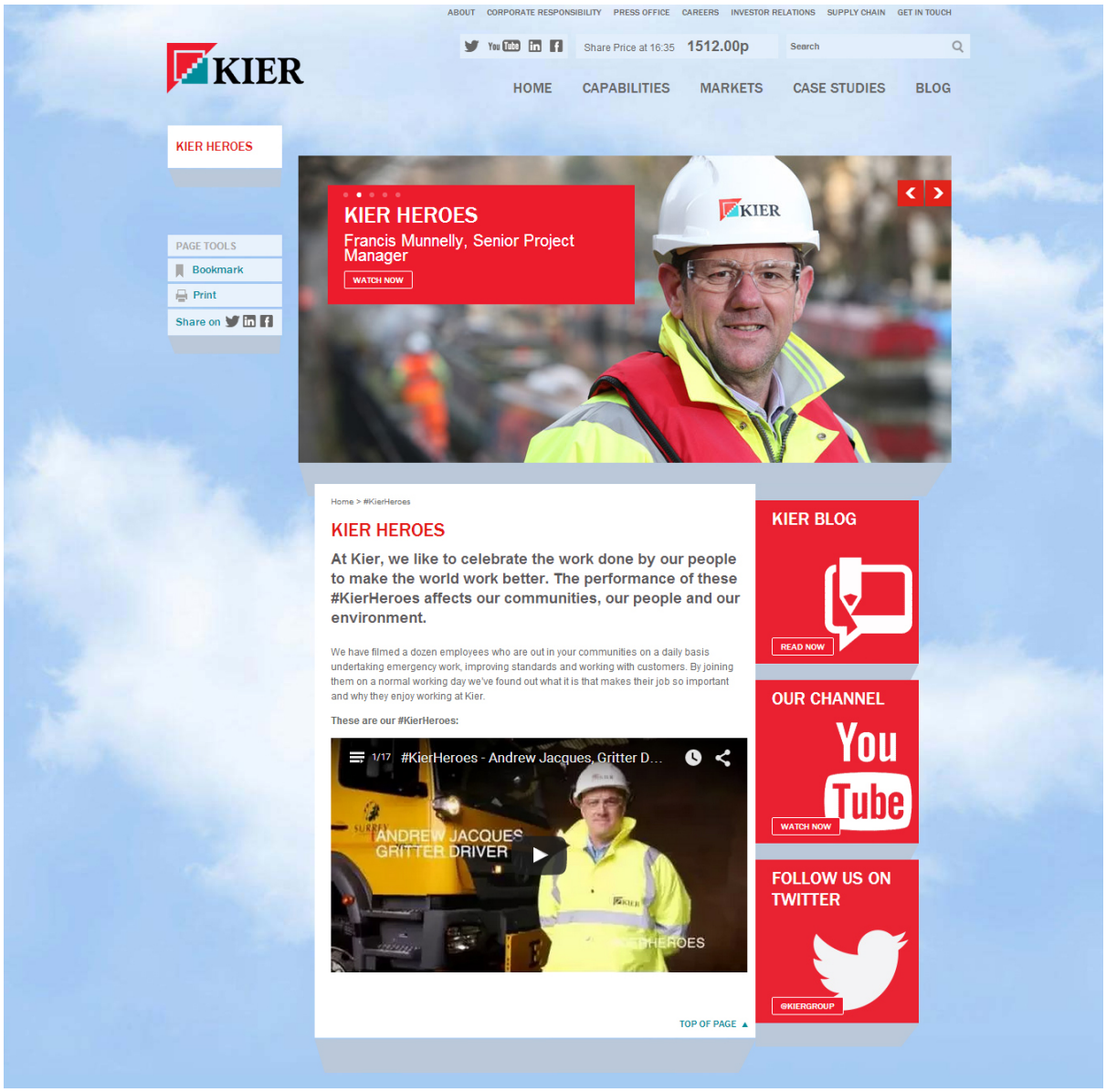
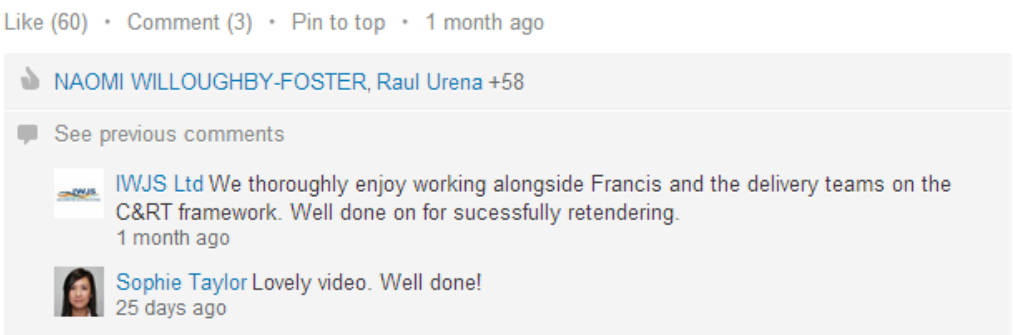
Construction Marketing Awards 2015: Best Use of Digital
Kier Heroes – Supporting Material

Website landing page:



Positive social media comments:



KIER

Kier Group #KierHeroes Adam Ewing, Project Manager, oversees projects for our UK construction division kier.uk/1VlnPbF

#KierHeroes - Adam Ewing, Project Manager

kier.uk · Adam has worked his way up to his current role as Project Manager. He ensures that the design, commercial and production teams all come together to deliver a quality project. He is one of our #KierHeroes

Organic
Targeted to: All Followers

31,980	119	79	0.62%
impressions	clicks	interactions	engagement

Sponsor update

Like (68) · Comment (5) · Pin to top · 4 days ago

Swar Sulaiman, gary sadler +66

See previous comments

Sangeeta Redgrave That's great Adam!
2 days ago

LinkedIn Member Truly inspiring and will be of interest to all those aspiring apprentices out their in the construction industry
2 days ago

Les Monks Let's see more of this from other businesses
19 days ago

Kier Group Watch an interview with Rebekah Scott, Quantity Surveyor who came through our graduate scheme kier.uk/1V40twB #KierHeroes

#KierHeroes - Rebekah Scott, Quantity Surveyor

kier.uk · Rebekah is a quantity surveyor with a very varied role working for Kier construction, Northern. She has come through the Kier graduate scheme and is gaining experience either on site or in the office and in design and client meetings.

Organic
Targeted to: All Followers

38,915	212	124	0.86%
impressions	clicks	interactions	engagement

Sponsor update

Like (109) · Comment (5) · Pin to top · 18 days ago

Gareth Leek, David Pugh +107

See previous comments

Kevin Watson Great future ahead Becky ☐
18 days ago

catherine mulley Well done you! Xx
15 days ago

Eddy Soon, Julie Zivkovic +45

Debby Giglio Kier - such a diverse range of services, products and applications.
3 days ago

Simon Nicholas Associates Thoroughly enjoying the #kierheroes campaign
Unlike · Reply · 1 · 12 May at 12:46

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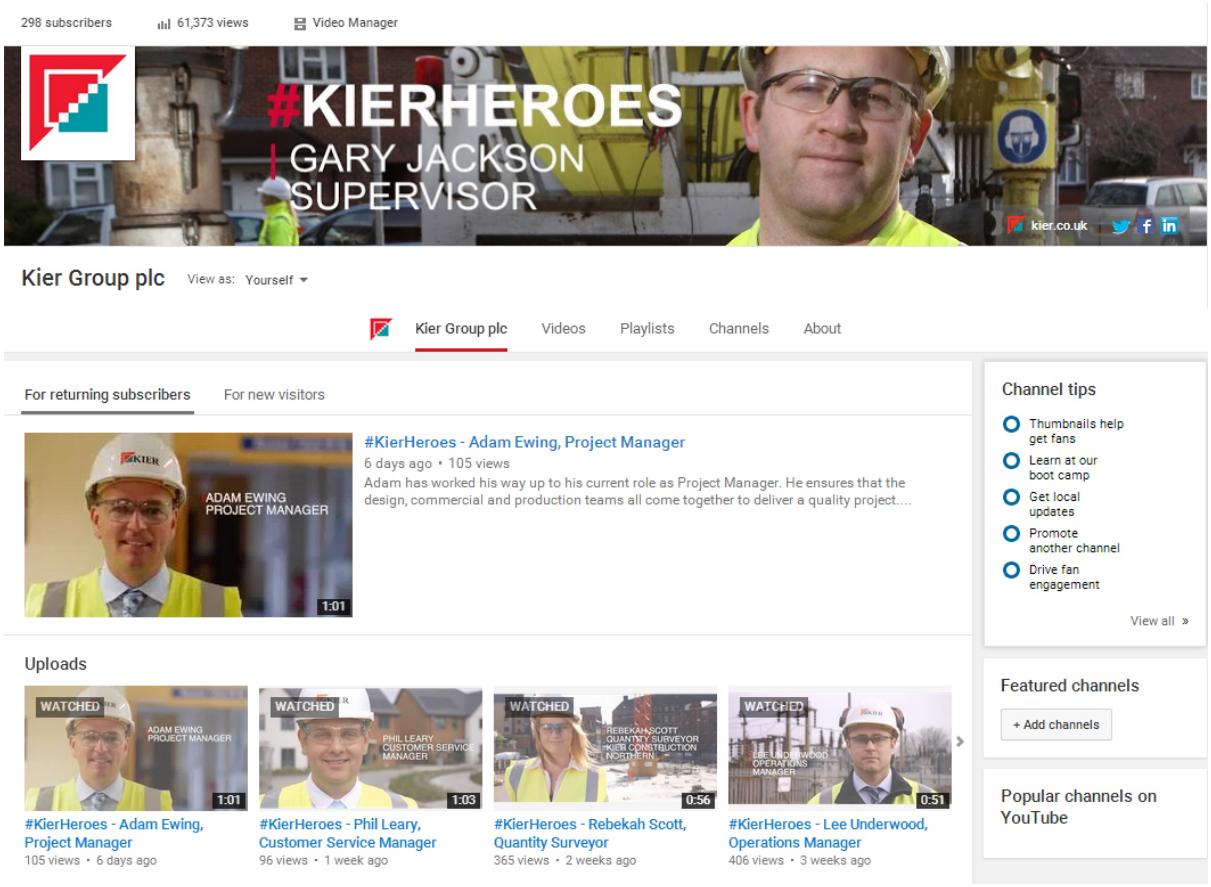
Social media cover images:



Construction specific Kier Heroes:

Campaign engagement:

Top media Tweet earned 2,872 impressions

#KierHeroes Adam Ewing, Project Manager, oversees projects for our UK **#construction** division
kier.uk/1VlnPbF
pic.twitter.com/V5ICD2BAMC

2 3 6

Meet Olivia Perkins, Section Engineer who has been working on the the Crossrail Project for four years. She has then joined Kier professional services to look at design and safety and to be supported in achieving her chartership. #KierHeroes

She has written a blog post about her experiences on #TeamCrossrail here: http://crossrail.tumblr.com/.../teamcrossrail-blog-olivia-per...

264 people reached Boost Post
154 Views
Like Comment Share
Kier, Andrew Jeyes, Abdullah A Hameed, Sarah Davis and 9 others like this.

Kier Journal article:

#KierHeroes: True grit

A dozen "Kier Heroes" have been filmed to show what our people get up to in their daily lives.

Among the first is Andy Jacques, gritter driver at the Merrow depot at Guildford in Surrey:

"I'm glad the gritter was featured because people don't understand what we do and how we do it."

email andrew.jacques@kier.co.uk

"We heard that the film crews were coming in and one of the managers said 'You'd be a good candidate', which made me quite proud.

"I'm a gritter driver and a supervisor so I have quite an extensive knowledge of the job – plus I like to have a chat!

"Being in front of the camera was hard work though.

"I took the film crew to the yard and they filmed me getting in and out of the truck, then I took them out in the gritter and found a quiet road where they could film me putting the salt down.

"It was a good experience to start with, but I feel sorry for film stars. If it was in a hot country I would jump at the chance but it's not much fun jumping in and out of a truck in freezing conditions!"

Part of the job

"I'm glad the gritter was featured, though, because people don't understand what we do and how we do it. We get people saying the gritter lorries haven't been out, but we tend to be out when everyone else is tucked up in bed, so they don't see us.

"Our routes take about two hours and then we come back and fill up and go out again. It can be tough, particularly at night, but going through the night is part of the job.

"When the weather is really bad we become an emergency service and we do the best we can to keep the roads moving. Sometimes you go out in the snow and there are cars sliding about and you think this is a battle and we're losing – but by the time you get out on the second run the traffic is moving and it gives you a real buzz."

Very positive

"Obviously we don't grit all year round, but as a supervisor I oversee lots of day-to-day work out of this base like white lining, patching, kerb lining, safety barrier maintenance. Surrey council give us the jobs and we go and make sure they're all done.

"I was proud to be picked to be a Kier Hero, although it gave everyone here a giggle. Any company I've worked for I've always given 120% but I'm very pleased with Kier and how they treat staff. I understand the Kier vision and I'm very positive about how things are going.

"I've worked here for 12 years. I was previously with May-Gurney, so I've worked for Kier for about 18 months now.

"I just like to be able to produce something and then be able to stand back and look at it and think 'I did that'. If I'm out driving with my wife, she gets fed up with me saying 'We did that'..."

Check out the videos

The #KierHeroes videos are available to view on MyKier and externally on the Kier YouTube channel at youtube.com/user/kiergroupplc

The idea is to show the real work done by Kier people, so that the public understands the valuable work we do.

Pictures of the #KierHeroes will also be used on hoardings and social media, as well as at internal Kier events.

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